

What is claimed is:

1. A dispensing device comprising a reservoir for storing an active gel; and a wick with two ends wherein one end contacts the active gel on and conveys by capillary action said active gel to the opposite end of the wick.
2. The dispensing device of claim 1 further comprising an emanator which is in physical contact with the end of the wick opposite the reservoir, wherein the emanator diffuses the active gel into the ambient atmosphere by the process of evaporation.
3. The dispensing device of claim 1 wherein the active gel is a solid gel fragrance or a thickened fragrance.
4. The dispensing device of claim 1 wherein the wick is polymeric.
5. The dispensing device of claim 1 wherein the wick is fibrous.
6. The dispensing device of claim 1 wherein the active gel is a mixture of about 95.97% fragrance, and about 4.0% thickener.
7. The dispensing device of claim 1 wherein the active gel is an insect repellent.